

**State of Wisconsin/Department of Transportation  
RESEARCH PROGRESS REPORT FOR THE QUARTER ENDING: March 31, 2003**

**Project ID    0092-03-08**

**Project Title   WISLR Communication Analysis**

**Approved Starting Date (Contract Date): 12/18/2002**

**Estimated Completion Date: 18 months – 5/19/2004**

**Primary Investigator: Larry Shiman/Opinion Dynamics Corporation**

**WisDOT Technical Contact: Scott Bush**

**Administrative Contact: Nina McLawhorn**

**Description:** The project will develop a toolbox of communication strategies to use with local units of government , UW-TIC, RPCs and MPOs. WisDOT administers \$600 million annually to almost 2000 units of government through 15 funding programs.

**Project Cost: \$100,000**

**Expenditures for current quarter:    \$35,000**

**Total Expenditures to date:            \$35,000**

**Percent Complete: 75%**

**Progress This Quarter:** (Includes project committee meetings, work plan status, contract status, significant progress, etc.)

- A summary of the WisDOT staff interviews held in December was prepared
- An interview questionnaire for the external interviews was prepared
- Sixteen interviews with external partners were scheduled and conducted
- A summary of the external partner interviews was prepared
- Comments from the internal and external interviews were analyzed
- A questionnaire for the quantitative survey was developed based, in part, on comments from the interviews
- An internet site was created for people to respond to the quantitative survey
- Approximately 3,300 hardcopy surveys were mailed to town clerks, town chairs, village presidents, city mayors, city departments of public works and county highway commissioners
- Interviewing for the quantitative survey was conducted via telephone, internet, mail backs and fax backs
- As of March 24<sup>th</sup>, approximately 1,150 surveys have been completed and tabulated
- A presentation to the Local Roads and Streets Council was made by the Project Investigator on January 8<sup>th</sup>
- A Technical Oversight Committee meeting was held on February 11<sup>th</sup>
- A presentation to the Local Roads and Streets Council was made by the Project Investigator on March 5<sup>th</sup>
- The final Technical Oversight Committee meeting was scheduled for May 21<sup>st</sup>
- The first invoice from Opinion Dynamics Corporation was submitted on February 12<sup>th</sup> for \$35,000. An invoice for work through March is expected to be approximately \$34,000. An internal bill for printing and mailing costs associated with the quantitative survey is expected for approximately \$3,178. Based on project activity and billings, the project is approximately 75% complete through this quarter.

**Work Next Quarter:** (Includes project committee meetings, work plan status, contract status, significant progress, etc.)

- Analysis of the quantitative survey results will be conducted
- Development of the draft final report will be prepared and submitted to WisDOT for review
- The draft final report will be distributed to the Technical Oversight Committee

- The final Technical Oversight Committee meeting will be held on May 21<sup>st</sup>
- The draft report will be finalized through comments received at the TOC meeting
- Final products will be received from Opinion Dynamics

**Circumstances Affecting Progress/Budget:**

Not applicable – the project is on time and on budget.

**Please insert or attach Gantt Chart.**

